

## CLAIMS

I claim:

1 1. A method for managing electronic communications:  
2 recording a direction of a first electronic  
3 communication between a first entity and a second entity;  
4 determining a duration required for said second entity  
5 to process said first electronic communication;  
6 storing said electronic communication, said direction,  
7 said duration, and identities of said first and said second  
8 entities in a database with at least one other data record  
9 of a second electronic communication;  
10 establishing a standard duration from said first and  
11 said second communications; and,  
12 comparing subsequent electronic communications to said  
13 standard duration,  
14 whereby productivity of communicating entities may be  
15 determined through electronic communications.

1 2. The method of claim 1 further comprising the step of  
2 graphically presenting said first and said second  
3 communications.

1 3. The method of claim 1 further comprising the steps of:  
2 receiving a plurality of user-defined standards; and



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6 providing each said user with a rank in response to  
7 said time determining step.

1 8. The method of claim 7 further comprising the step of  
2 associating said rank with business data.

1 9. The method of claim 1 wherein said electronic  
2 communications further comprise telephone calls.

1 10. The method of claim 1 wherein said electronic  
2 communications further comprise e-mails.

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1 11. The method of claim 1~~0~~ wherein said electronic  
2 communications further comprise video data.

1 12. The method of claim 1 wherein said electronic  
2 communications further comprise transferred data files.

1 13. The method of claim 12 wherein said transferred data  
2 files further comprise mixed media data.

1 14. The method of claim 1 wherein said electronic  
2 communications further comprise instant messaging.

1 15. The method of claim 1 wherein said electronic  
2 communications further comprise image files.

1 16.. The method of claim 1 wherein said step of  
2 establishing a standard duration further comprises  
3 establishing said standard duration using the size and data  
4 format of the electronic communication.

1 17. A system for managing electronic communications,  
2 comprising:

3 means for recording a direction of a first electronic  
4 communication between a first user and a second user;

5 means for determining a duration required for said  
6 second entity to process said first electronic  
7 communication;

8        a database for storing said electronic communication,  
9        said direction, said duration, and identities of said first  
10       and said second users, said database storing at least one  
11       other data record of a second electronic communication;

12 means for establishing a standard duration from said  
13 first and said second communications; and,

14 means for comparing subsequent electronic  
15 communications to said standard duration,



1 22. The system of claim 21 wherein the means for  
2 determining the subject matter further comprises means for  
3 reading subject matter data from said metadata.

1 23. The system of claim 22 further comprising:  
2 means for determining for each said user the time  
3 applied by that user to a selected subject matter; and  
4 means for providing each said user with a rank in  
5 response to said time determining step.

1 24. The system of claim 23 further comprising means for  
2 associating said rank with business data.